Source: https://www.industrydocuments.ucsf.edu/docs/pfjx0001

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 2373-D3 - (FLAVOR CITY) - Req. No. M14714 - Page, 4/C - (7 x 10 inches)
Printed in U.S.A.

National Size Magazines, 1989 (KANSAS CITY ONLY)
(604)

Flavor City.

It's where you go when you want a lot of taste and up to 27% *less tar than other leading lights. And the nice thing is, if you're anywhere near a* store that sells Enriched Flavor™ Merit, you're already halfway there.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Kings: 8 mg "tar," 0.6 mg nicotine av per cigarette by FTC method.

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